



## About Guam's "One Nation" Alcohol Prevention Social Marketing Campaign

Fact Sheet

### **How Serious is Alcohol Abuse on Guam:**

Controlling alcohol abuse and its consequences on Guam presents both a public health and a cultural challenge. Data from the Behavioral Risk Factor Surveillance System (BRFSS) reveals that both heavy drinking and binge drinking are significantly higher among adults on Guam as compared to the US. Heavy drinking among Guam males is almost double that of US males (10.7% vs. 5.6%), while binge drinking among Guam males is 65% higher (34.5% vs. 20.9%). About 25% of heavy drinkers and 20% of binge drinkers are aged 18-24. Half of all heavy drinkers and 40% of binge drinkers are under the age of 35. Alcohol-related motor vehicle crashes remain the most visible social consequence of alcohol abuse. Implementation of evidence-based environmental strategies to address alcohol use and abuse among youth and adults, using multiple strategies that include mass social and media marketing campaigns are needed.

According to Guam's Substance Abuse Epidemiological Profile (2007), Youth on Guam reportedly drink as early as 13 years old; 36% of high school youth on Guam are current drinkers and about 19% engage in binge drinking – with Chamorro and other Micronesian Islander youth having the highest rate. 43% of adults on Guam are current drinkers; with males drinking more than females; and alcohol is implicated in close to one-third of all suicide-related incidents - suicide is prevalent on Guam, with an average of one suicide death occurring every two weeks.

### **About the One Nation Campaign:**

To reduce the social acceptability and norm that alcohol is part of the Guam or Pacific island culture, the Department of Mental Health & Substance Abuse, Prevention & Training (PEACE) and the Department of Youth Affairs has implemented a strategic Alcohol Prevention Social Marketing Campaign that proposes to reclaim the Pacific Island cultural values of respect and family using a positive optimistic approach.

Guam's One Nation Alcohol Prevention Social Marketing Campaign proposes to reduce the social acceptability and perception that alcohol is part of our true Pacific island culture on Guam. The overall theme of this campaign is "***One Nation to prevent alcohol abuse: Embrace & Respect our island culture & families.***"

The campaign consists of a cross-representation of local spokespeople including youth of all ages, manamko "elders", military, gay, lesbian, bi-sexual & transgender (GLBT) college students, athletes, musicians, and other Micronesian families. Using the Substance Abuse Mental Health Services Administration's Strategic Prevention Framework and the Health Communication

Process, qualitative data was collected by DMHSA prior to the implementation of this campaign. The messages were pretested with six focus groups representing the targeted demographics of youth and adults in the Guam community. The campaign has been revised several times to ensure the inclusion and accuracy of community input and culturally relevancy. An evaluation component is currently being administered throughout the implementation process.

**Who:** The One Nation campaign targets Guam's middle/high school youth ages 11-17 years old, college students, young adults ages 18-30 years old, parents/adults of all ethnicities primary Chamorro & other Micronesians.

**What:** The One Nation campaign counters the use and abuse of alcohol with the distribution of "H2 One Nation" bottled water highlighting messages that promote Pacific Island cultural values, using a fun and optimistic approach. The Guam Department of Mental Health & Substance Abuse Prevention & Training Branch and the Dept. of Youth Affairs has partnered with Foremost Distributors (local bottling company), Dept. of Parks and Recreation, Mayor's Council of Guam, Youth For Youth LIVE!, and Community-based Prevention Coalitions to successfully and strategically implement the campaign at all community-wide activities including 5K runs, youth conferences, underage drinking prevention town hall meetings, trainings, religious and other family events.

**When:** The campaign launched on March 31, 2010 and will continue throughout the year. The long-term goal within the next 5 years, is to extend the One Nation campaign throughout the Pacific Region by inviting the islands of Palau, Federated States of Micronesia, Commonwealth of the Northern Mariana Islands, the Republic of the Marshall Islands and American Samoa to join as a Pacific Island Campaign pledging to live a healthy and alcohol- free lifestyles.

**Where:** The One Nation Alcohol Prevention Campaign uses a creative mass media approach that includes traditional and non-traditional mediums. PSA advertisements are featured island-wide in all local theaters, family/ lifestyle magazines, school posters, TV/radio stations, daily/college newspapers and community outreach activities. Aside from the "H2One Nation" customized water bottles, other unique promotional items symbolic of our island such as zories "local slippers", dog tags, t-shirts/tank tops, and bumper stickers are distributed at all community events. One Nation Drug-Free pledges are being collected island-wide at all events and the campaign is being evaluated throughout the implementation process. The One Nation Campaign continues to be highly visible in all social networking websites including facebook and myspace.

**For more, visit: [www.onenationguam.com](http://www.onenationguam.com).**

<http://www.facebook.com/pages/One-Nation-Guam>

<http://www.myspace.com/onenationguam>

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